



SOCIETY and PERSONAL ACTIVITIES of WOMEN



MRS. FORD SAVES LELAND, INVENTOR

Town Pride Moves Detroit
Woman to Plead With Husband to Aid Friend.

DETROIT, Jan. 21.—The business world is supposed to be a hard, cold place; it is popularly believed to be a region just within the law where the competitor knows naught of the milk of human kindness and where the devil is constantly nipping at the heels of the hindmost. The popular belief may not be far from the truth; and again it is possible the business world is colder and harder than the average man is willing to believe. But take the case of Henry Ford, of Henry and his son Edsel, and what they did for the Leland, father and son; or, rather, what they have promised to do—which is all the same thing—consider the motive underlying it. It may help to revise the popular belief about the business world.

Went to Ford For Help.
Henry Leland, sometimes called "the father of the automobile industry," had built up the Lincoln Motor Co. in Detroit. It was a monument to years of hard work; it contained his and his family's fortune, and the fortunes of his friends. The adverse winds that have been blowing in the industrial world the past year blew it down. The wreckage was taken in charge by the court; the court has ordered it sold to the highest bidder Feb. 4 and has fixed the minimum price at \$3,000,000. No mean sum of money is \$3,000,000; it represents, therefore, an industrial wreck of unusual proportions, and testifies to the hard fall that came to Henry Leland and his son, Wilfred C. Leland.

Faced with the problem of salvaging what they could, and conscious that they couldn't go it alone, they turned to Henry Ford for help. That was six months or more ago. Mr. Ford said he could do nothing. It wasn't because he didn't want to help, but because it was against the traditional policy of the Ford family. That policy concerned itself only with the manufacture of a popular low-priced motor car; all other enterprise was taboo because it conflicted with that policy. And, above all else, there was no lending of money. There had been no lending in the past, there could be none now, even though it would save the Lelands. The Lelands, if they were to be saved must look elsewhere for eight million dollars.

Fords Agree to Aid.
But it seems there was no place else to look. So they came back to Henry Ford; they came not once, but many times, and they always received the same answer. Other motor manufacturing concerns began to figure on the Lincoln plant. It was intimated that the General Motors Co., desiring to eliminate the Lincoln from competition with the Cadillac, would bid for the property; W. C. Durant, whose ups, and downs in

the motor world have been many, indicated he would bid; the Studebaker Corp. did a little figuring; a group of stockholders within the Lincoln Motor Co. also manifested a desire to possess the salvage of the wrecked company. The Lelands renewed the efforts with Henry Ford. Finally, one morning not long since Henry Ford varied the reply he had repeatedly given the Lelands when they asked for help; instead of saying no he told them to come back, that he would consider the matter. They went back. It was one December afternoon about 4 o'clock when the tall, gray-haired elder Leland, accompanied by his son, called at Ford's offices at Dearborn. The old man appeared care-worn and depressed. They went in to see Mr. Ford. Two hours later they emerged. In that two hours something had happened to put new life into "the father of the automobile industry." He went away with his son, lines of worry smoothed out of his face, his step lighter and freer than it had been in months. He had won the help of the Ford millions; the Fords had agreed to bid for the wrecked Lincoln Motor Co. Not only that, if they are successful—and it is probable nobody but the Fords will bid—these other things will happen:

Why Ford Changed His Mind.
The Lincoln Motor Co. of today will be closed up and dissolved. A new Lincoln corporation will be formed. The new company, though retaining its distinct corporate form and organization will become a unit of the Ford Motor Co., operated under Ford standard industrial methods. Henry M. Leland will be retained as the head and Wilfred C. Leland as the vice president and general manager of the company. They will have direct charge of the strictly manufacturing operations. All financial details, purchases and sales will be handled cooperatively between the Ford Motor Co. and the Lincoln Motor Co.

The new owners will endeavor to make the Lincoln the finest car in the world and to sell it at the lowest possible price consistent with its quality. The car will be marketed through the existing Lincoln sales organization, consisting of about 150 agencies in all parts of the United States.

The Ford Motor Co. will endeavor to work out some plan by means of which those stockholders who, in the opinion of the company, actually invested cash in Lincoln securities, with the idea of sustaining the project and making it a going concern, may hope for some substantial return on their investment.

But what was back of the reversal of the Ford family policy; what made Henry Ford change his mind? The answer is Mrs. Henry Ford. Following one of the interviews between the Lelands and Henry Ford, to quote Mr. Ford in an interview to the Detroit News, "Mrs. Ford came to me. She had heard our conversation.

"Musilage Twins" Hold Unique Record Through 80 Years Experiences



YSLETA, Texas, Jan. 21.—Folks hereabouts call 'em the "musilage twins."

Because they've been sticking together for the last 82 years!

They're Mrs. Mae Peake and Mrs. Bell Billings, who live on a farm near here. They say they're the oldest and most inseparable "girl" twins in the world.

The marriage of both of them, way back in pioneer days, failed to separate them.

And they lived together throughout the Civil war while Mrs. Peake's husband was fighting for the Confederacy and Mrs. Billings' husband was with the Union forces—and they never once argued about the issues of the war!

The twins were born 83 years ago this month, in Camden, Mo., where they grew up as the Misses Tarbell.

"Then I married Dr. W. Peake, a Virginia physician, and we started for the plains district in the '50's,"

got and not lift a hand to help them, there's something wrong with our public spirit. Can't you do something to help them?"

"Well, I told Mrs. Ford, 'I'll see what I can do about it.'"

"But she didn't let it rest there. Soon after that Edsel came over to the house and she talked it over with him. The result was, the next day at lunch, we had around the board every pivotal man in the organization—the financial man, the production man, the railroad man and all the others. They took to the idea of the Ford Co. getting out the best high priced car, as well as the



MRS. BELL BILLINGS (LEFT) AND HER TWIN, MRS. MAE PEAKE. BELOW, THE TWINS MAKING LARD.

Mrs. Peake said, "And, of course, I had to take Bell along—"

"And on the way," Mrs. Billings

best low priced car just like ducks take to water."

And so the thing was done. "Economically the world has begun a new era," says Henry Ford philosophically. "We should come into a new era in industrial relations, also. There should be more good fellowship, and human feeling between industries; we should leave the cut-throat competition in the era that has gone. The more business, the greater numbers engaged, the better for the country and everybody. 'Help them all to get running again; let everybody do business. That's my motto.'"

put in, "I met J. Billings, a merchant, who was bound for the west, too. I married him and the four of us headed for Texas together. And we all settled down together—"

"And then came the Civil war," says Mrs. Peake. "Our husbands both went away, but we stayed together."

"And then my husband was captured," says Mrs. Billings. "And Mae went right along with me to Missouri and helped me get through the lines to him."

Both husbands died, in quick succession, 18 years ago.

Mrs. Peake, sister of the two aged twins, is the mother of 13 children, eight still are living. Mrs. Billings has no children.

The twins have lived in eight states and traveled through the whole Union.

They visited Chicago in 1854 when it was only a small western outpost of civilization.

They ventured west on the first train west of the Mississippi.

They finished the trip to Texas in a prairie schooner.

"But in all our travels we've been together and we'll always stay together, come what may," they both say.

FLOWER MAN SELLS 'EM JUST FOR FUN

William Wors, St. Louis, is Contributor to Many Floral Magazines.

ST. LOUIS, Mo., Jan. 21.—A prosperous property owner and author hawks flowers on a busy street corner in downtown St. Louis. Shopgirls stop for a nosegay to brighten up their workrooms; bankers and business men buy bunches of roses from him. Most of them—those who don't really know the old man—are sorry for him. Their sorrow is wasted, for he sells flowers for the fun of it.

This strange vender of posies is Charles William Wors. He owns property in town and contributes articles to leading floral journals. He started business at the corner of

Olive st. and Broadway 12 years ago, selling lavender. Now he sells all the flowers in season. During the Christmas season he did a big business.

It is his theory that you can make good in a business way anywhere if you are only courteous and try to please as much as possible. He takes any amount of time with customers, whether they want a trifling order of sweet violets or several dozens of rare roses.

During the noon and evening rush hours business men, shopgirls and messenger boys elbow each other in their desire to be waited upon, for it is upon such people that his trade depends.

Once Sold Feathers.
Wors was born with his love of flowers. He drifted to New York city as a young man and sold peacock feathers for a while there. Later he was seized by the western fever and came to St. Louis, where he has resided ever since.

During the war Wors' three sons enlisted, and two were wounded. One of them now helps him about

his daily work as best he can. He also receives a small government pension.

"I love all sorts of flowers and am never so happy as when handling them," he explains. "Flowers are like friends to me. Some are jaunty and bold, others are timid and sensitive. I like to find out the sort of flowers that people want and always have them ready for my customers. It is just as much to me to sell a flower to a child as to fill a large order. If they appreciate the flowers that is all I ask."

RENEWING DRESSING.
If the mayonnaise has stood for a period and separates, in order to bring it back to its original fresh state, beat into it a mixture of 1 cup of water and 2 tablespoons of cornstarch which has been boiled until thick.

INK SPOTS.
Lemon juice will remove ink spots if applied immediately. Squeeze the lemon juice on the spot and then pour boiling water over it.

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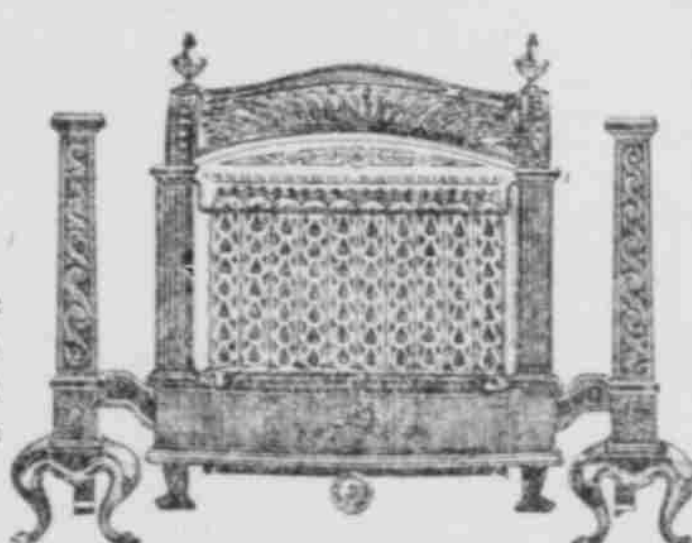
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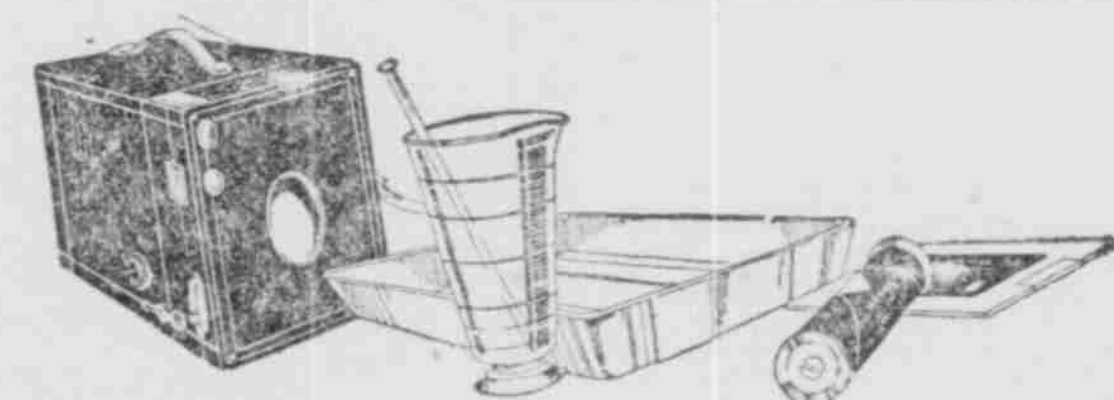
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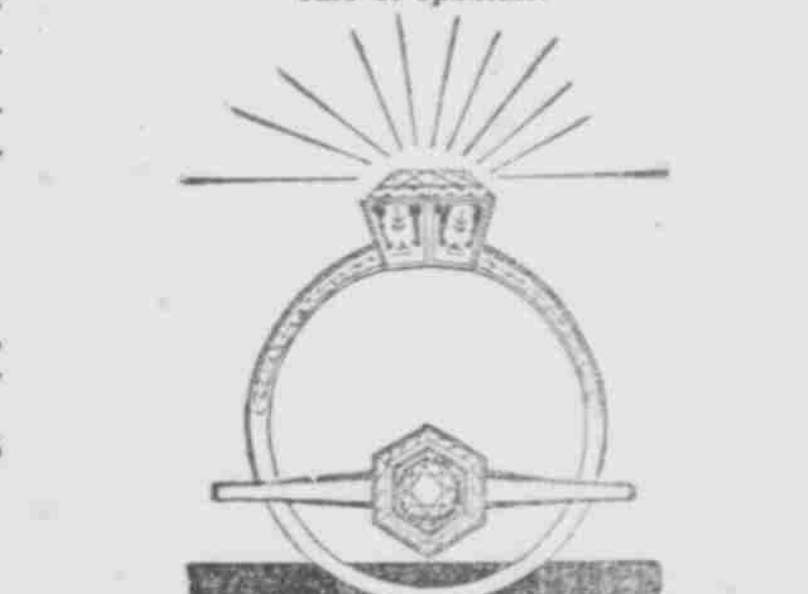
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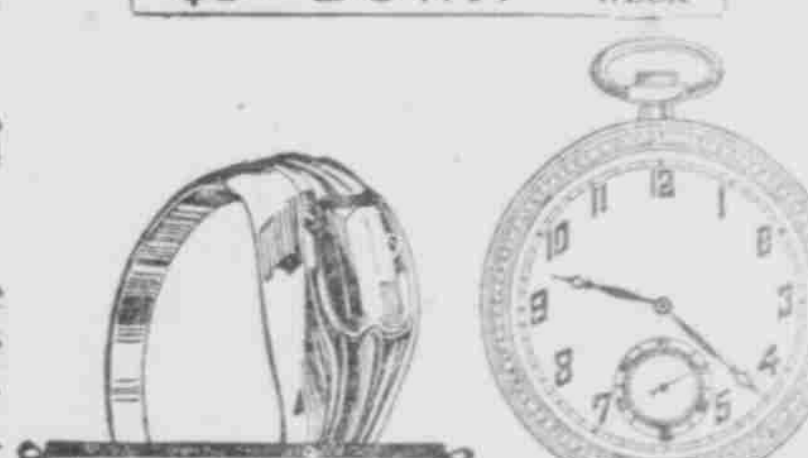
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